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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91237315
Party	Defendant Universal Life Church Monastery Storehouse, Inc.
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Attachments	Freeman Testimony Decl. FINAL 121520.pdf(756852 bytes )

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

AMERICAN MARRIAGE  
MINISTRIES,

Opposer,

v.

UNIVERSAL LIFE CHURCH  
MONASTERY STOREHOUSE,

Applicant.

Opposition No. 91237315

TESTIMONY DECLARATION OF  
GEORGE FREEMAN

I, George Freeman, declare as follows:

1. I am over the age of eighteen years and otherwise competent to testify in this matter.
2. I make this declaration based on my personal knowledge.
3. I have been a minister of the Universal Life Church for over 43 years.
4. Universal Life Church Monastery Storehouse (“ULC Monastery”) is a Washington non-profit corporation and is the Applicant in this matter.
5. I am the President and Presiding Chaplain of ULC Monastery and have held that role since ULC Monastery was incorporated in 2006.
6. As President and Presiding Chaplain of ULC Monastery, I am familiar with the operations and advertising of ULC Monastery and its services.
7. ULC Monastery has continuously and prominently used the GET ORDAINED trademark in connection with conducting religious ceremonies; ecclesiastical services (ordaining

ministers to perform religious ceremonies), and operation of a website featuring information about religious belief systems since at least 2011.

8. ULC Monastery has operated the GetOrdained.org domain name, and the website available at the GetOrdained.org domain name, since prior to 2011.

9. Although the design elements of the GetOrdained.org website have changed over time, ULC Monastery has continuously and prominently displayed the GET ORDAINED trademark in the header of the home page, and every sub-page, of the GetOrdained.org website, since at least 2011.

10. Attached hereto as Exhibit A is a true and correct copy of the stylized GET ORDAINED trademark displayed in the header of every page of the GetOrdained.org website from some time in 2011 through some time in 2014.

11. Attached hereto as Exhibit B is a true and correct copy of the stylized GET ORDAINED trademark displayed in the header of every page of the GetOrdained.org website from some time in 2014 through to the present.

12. I have been involved in the field of religious services for well over thirty years and have never heard anyone refer to “get ordained” or “get ordained services” as a common or generic term for any class or category of services, including any services provided by ULC Monastery.

13. Based on my extensive experience in the field of religious services, I do not believe that the term “get ordained” has any generic meaning in relation to ULC Monastery’s services.

14. Based on my extensive experience in the field of religious services, I do not believe that the term “get ordained” is used or understood as the common term for any class or category of services provided by ULC Monastery.

15. Based on my extensive experience in the field of religious services, the common terms for services provided by ULC Monastery would include terms like “church services,” “religious services,” “ecclesiastical services,” “marriage ministry services,” “sacerdotal services,” or “online store services.”

16. In the general spiritual context, the words “get ordained” to refer to an individual’s recognition of a calling or motivation to fulfill a spiritual purpose. It is not an act that another person can perform for you, or a service that another can provide to you, but an act or recognition that occurs within oneself.

17. Thus, in the spiritual context, the words “get ordained” do not mean the same thing as the words “become a minister” or “certify your ability to conduct weddings.” Becoming a minister of a particular church, or obtaining a certification that one is able to conduct ministerial duties, is a clerical act and, potentially, a service that can be provided. To “get ordained” is an internal recognition or epiphany of a spiritual calling, which one can only experience within oneself. It is not a service that can be provided by another.

18. I do believe that the words “get ordained” could have different meanings to different people when used in different contexts.

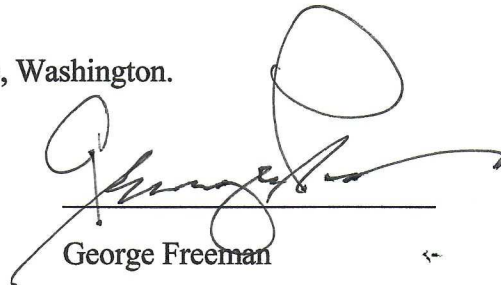
19. Thus, it is certainly possible for someone out in the world to use the words “get ordained,” in some context, and not refer to ULC Monastery, just in the same way someone could tell an athlete worried about how they are going to finish a marathon that they need to “just do it,” without referring to Nike.

20. However, when the phrase “Get Ordained” is used prominently in connection with the religious services, ecclesiastical services, and religious and spiritual information services

provided by ULC Monastery in the manner that trademarks are typically used—as on the GetOrdained.org website, for example—I believe those words mean and are primarily understood as an identification of who is providing the services (ULC Monastery), the same way that “Just Do It” printed on the tags of athletic shoes is understood to identify who is providing the shoes (Nike).

The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

DATED: December <sup>1<sup>th</sup></sup> 8, 2020 at Seattle, Washington.



George Freeman

# EXHIBIT A

Get  Ordained  
Universal Life Church

# EXHIBIT B



*Get* Ordained



UNIVERSAL LIFE CHURCH